

altro

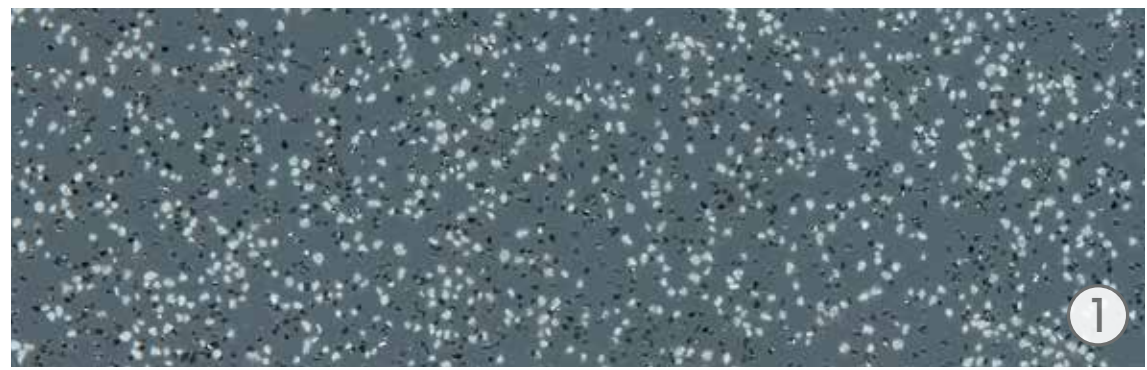
## Nanabette's Ice Cream, USA

No skating on ice (cream) with Altro Stronghold 30 adhesive-free



"The Altro flooring has dramatically improved the look of our shop, it's multifunctional and slip-resistant, making the workspace much safer."

Jim Barrucci,  
Owner, Nanabette's Ice Cream



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1. Altro Stronghold™ 30 adhesive-free | Zinc







## Nanabette's Ice Cream, USA

### No skating on ice (cream) with Altro Stronghold 30 adhesive-free

#### Issue

Nanabette's Ice Cream has been a beloved family-owned and family-run business since 2003. The shop's original flooring was a mix of concrete and quarry tile and, over time, the flooring's functionality, cleanliness, and aesthetic appeal was becoming a problem.

Jim Barrucci, owner of Nanabette's Ice Cream said, "We were always struggling to keep the floor clean. You had to get down on your hands and knees with a scrubbing brush because the grout was disintegrating. The floor couldn't be slippery or damaged, and keeping up with replacing these tiles was becoming a huge pain."

#### Approach

To ensure staff were kept safe from slips and falls, and to maintain hygiene, the store knew it needed to install safety flooring. However, with business booming, a lot of hard to move machinery, and potential financial loss, they could not afford to shut down for the flooring renovation.

"For us, we couldn't close," explained Jim Barrucci, "It's extremely important that once we start doing the deliveries that we have a consistent product and timeline for customers. The fear is if we closed, then our customers would find someone else to get their ice cream from and we won't be able to get that business back."

#### Solution

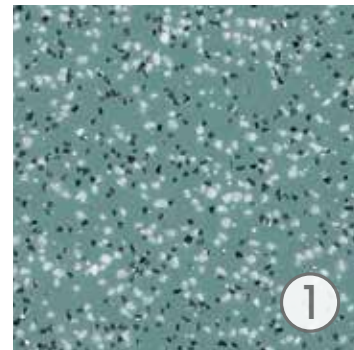
Working alongside the Altro sales consultant and Yax Flooring, Altro Stronghold 30 adhesive-free was chosen for the refurbishment.

Sustainable and 100% recyclable Altro Stronghold 30 adhesive-free has been specifically designed for hard-working areas such as commercial kitchens. With an adhesive-free installation you can lay, weld and walk on the floor, on the same day, saving up to 50% installation time and reducing downtime for critical business areas.

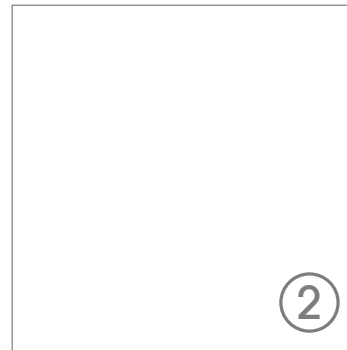


"I highly recommend Altro to anyone needing to replace their flooring, especially in a busy environment like a restaurant."

**Jim Barrucci,**  
Nanabette's Ice Cream



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#### Looks great with:

1. Altro Stronghold™ 30 | Skyline
2. Altro Whiterock White™ | White
3. Altro Whiterock Satins™ | Clay

Altro Stronghold 30 adhesive-free is the ideal flooring solution for busy kitchens. It's easy to maintain and repair and has strong scratch and scuff resistance, giving your kitchen floor a long-life expectancy. It has Altro's highest rating for slip resistance (PTV>55, R12) and 3mm thickness, which provides comfort underfoot and noise reduction up to 10dB.